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TO AMEMBASSY TANANARIVE

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TAGS: ETRD, EAGR, UR

SUBJECT: USSR COFFEE IMPORTS

REF: TANANARIVE 0482

1. FIGURES ON COFFEE CONSUMPTION IN THE USSR ARE NOT AVAILABLE. HOWEVER, FIGURES FOR ANNUAL IMPORTS OF GREEN COFFEE IN POUNDS PER CAPITA, WHICH INCLUDE RE-EXPORTS AND CHANGES IN STOCK LEVELS AS WELL AS CONSUMPTION, WERE .37 IN 1972, .34 IN 1973, AND .43 IN 1974. PER CAPITA IMPORTS INTO YUGOSLAVIA IN 1972 WERE 3.87, 4.01 IN 1973 AND 5.35 IN 1974. IN THE SAME YEARS, THEY WERE 13.19, 13.65, AND 11.96 IN THE U.S., AND 10.95, 11.37, AND 11.70 IN FRANCE.

2. THERE ARE NO FIGURES AVAILABLE ON RE-EXPORTS FROM THE USSR. YUGOSLAVIA ONLY REPORTED RE-EXPORTS IN 1971 AND 1973. IN EACH OF THESE YEARS, THEY AMOUNTED TO NO
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MORE THAN THE 500,000 BAGS OF 60 KILOS EACH.

3. TOTAL IMPORTS OF COFFEE INTO THE USSR IN 1968 WERE 523,000 BAGS, 800,000 IN 1969, 692,000 IN 1970, 717,000 IN 1972, AND 534,000 IN 1973. IN THESE SAME YEARS, YUGOSLAVIA'S IMPORTS WERE 496,000, 659,000, 589,000 606,000, 621,000 AND 708,000 BAGS, RESPECTIVELY. IN CONTRAST, IN 1973 FRANCE IMPORTED 4,646,000 BAGS AND THE U.S. IMPORTED 21,789,000 BAGS. THE VALUE OF IMPORTS INTO THE U.S. IN THAT YEAR WAS OVER DOLLARS 1.5 BILLION.

4. USSR'S PRINCIPAL SUPPLIERS ARE BRAZIL (233,326 BAGS IN 1972, 310,152 IN 1973, AND 220,751 IN 1974) AND INDIA (307,700 BAGS IN 1972, 61,438 IN 1973, AND 305,003 IN 1974). COLOMBIA AND UGANDA WERE ALSO IMPORTANT SOURCES OF SUPPLY. YUGOSLAVIA TAKES THE LARGEST PART OF ITS COFFEE IMPORTS FROM BRAZIL (339,022 BAGS IN 1974), WITH INDIA'S EXPORTS A GROWING BUT STILL DISTANT SECOND (86,227 BAGS IN 1974), FOLLOWED BY EXPORTS FROM SUCH PRODUCING COUNTRIES AS UGANDA, THE IVORY COAST, MEXICO AND COLOMBIA.

5. IN APPROACHING THE FOREIGN TRADE DIRECTOR, IT MIGHT BE USEFUL TO POINT OUT THAT THE U.S. AND THE EC PROVIDE BY FAR THE LARGEST AND MOST RELIABLE COFFEE MARKETS. THE NEW INTERNATIONAL COFFEE AGREEMENT, OF WHICH THE U.S. IS A MEMBER BUT THE USSR IS NOT, SHOULD GIVE ADDED SECURITY TO MADAGASCAR'S EARNINGS FROM COFFEE EXPORTS.

6. IT MIGHT ALSO BE WORTH REMINDING THE FOREIGN TRADE DIRECTOR THAT MARKET SHARES FOR DETERMINING EXPORT QUOTAS WILL BE CALCULATED ACCORDING TO HOW MUCH COFFEE PRODUCING COUNTRIES SHIP TO IMPORTING MEMBERS OF THE COFFEE AGREEMENT. THE SOVIET UNION PARTICIPATED IN NEGOTIATIONS FOR THE AGREEMENT ONLY AS AN OBSERVER AND IS NOT EXPECTED TO SIGN IT. KISSINGER

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